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ABSTRACT

Progress in meeting project objectives, statistics, and information gathered from an evaluation questionnaire are reported. Objectives in the following areas are listed with a brief summary of activities for that year: (1) Administrative; (2) Reference; (3) Media; (4) Staff Development; and (5) Public Relations. Appendices include statistical data on 1074 interlibrary loan requests filled, reference question statistics, and a patron survey. (AP)

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NORWELD

NORTHWEST LIBRARY DISTRICT

PROJECT # I-17-J-74

First annual report

January 1, 1974 - December 31, 1974

Submitted by

Judy Hastings
Project Director

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When evaluating NOEWELD's 1974 progress it is difficult to believe that we have only been together for one year. Besides the new programs and services that have been offered, a tremendous cooperative spirit has developed among the librarians. This report will note our progress in meetingthe project objectives, statistics, and information gathered from the librarians through evaluation reports.

The following comments from NORWELD librarians illustrate their feelings about the project as a whole:

"Norweld membership has broaden and continues to broaden the scope of our library. Also, regional cooperation provides a compelling alternative to the consolidation of small libraries into one large system." North Baltimore

"The opportunity to develop services on a shared basis is welcome." Rossford

"The interaction with other libraries has been a great help in exchanging ideas and problems." Archbold

"We believe the cooperative effort is the only practical way for small and medium sized libraries to go because of the soaring costs and demands for ever widening subject areas. It is the only way to remain effective." Tiffin-Seneca

"We had no alternative to membership if providing quality service to Perryville is our goal." Perryville

"Our library is small and financilly we were not able to purchase materials needed to give complete library service. NORWELD helps to fill this need." McComb

NORWELD is off to a fine start. We support it wholeheartedly, and we appreciate it enormously." North Baltimore

"We hope NORWELD continues and continues and continues. Certainly supplements our budget nicely." Wauseon

Administrative Objective	To establish an administrative office to provide the project director with an operational base from which to serve the needs of the project.
1974 Progress	Advisory Committee appointed by the Governing Council January 3. Sub-committees appointed to assist the project director in planning programs. By Laws approved. Full time project director hired February 25. Full time secretary hired March 13. Office established at the Wood County District Public Library, Bowling Green. All member libraries visited at least once by the project director. All area non-member libraries visited by the project director to explain NORWELD(resulted in five new members for 1975). Ten newsletters written and distributed. Planning questionnaire-NORWELD librarians Evaluation questionnaire-NORWELD librarians.
Librarians Comments	"Everyone in the administration field of NORWELD has been very nice and helpful." Patrick-Henry, Deshler. "Staff seem very well organized and helpful." Normal- Fayette "Project Director has done an outstandingly effective job-which is another big reason for our satisfaction with NORWELD." Tiffin-Seneca "Would like to congratulate NORWELD on the fine job. We have been well pleased with the NORWELD project." McComb.
Reference Objective	1. To provide in-depth reference service by telephone and mail. a. To answer questions, providing bibliographic information when necessary. b. To provide photocopies of material when expedient. 2. To offer interlibrary loans of general reading matter on all levels, excluding materials in current popular demand.

1974 Progress

Nancy Swegan appointed to head NORWELD reference at the Toledo-Lucas County Public Library.
Direct phone line established.
TWX established.
Three meetings of the Reference Ombudsman Committee, two were with the resourse library.
Eight librarians specifically commented on the speed and efficiency of the reference service, and all felt it was the most valuable aspect of NORWELD. The attached pages of statistics show actual use of the reference service. The following comments reflect the librarians satisfaction with the reference program.

Librarians Comments

"We rely neavily on this service and use it all the time. We have always been pleased with it." Ida Rupp-Port Clinton

"Service has been excellent both in books and copying service." - Weston

"Acess to a collection or system that will allow us to provide a great variety of materials and knowledge is essential to meet the needs of our patrons." Rossford

"We had very few problems and are very satisfied with the service."-Bellevue

"Magnificent! It was fast, accurate, and helpful; staff of Toledo-Lucas County Public Library was so cordial. Toledo-Lucas County Public Library is to be congratulated."-North Baltimore

"Toledo was very helpful and was able to come up with the books, copies, and answers whenever I called. Service was generally speedy and I have no complaints."-Patrick Henry, Deshler

"Our customers have been well pleased with our service (Reference material) and are happy to know we will continue to have this service."-Wayne

Without NORWELD . . . .

". . . we would have had quite a number of unhappy patrons because we could not have filled their requests." Milan

". . .we would be severly limited in terms of fast interlibrary service, back-up reference service, and periodical copying service. Our ability to satisfy patrons is substantially increased."-North Baltimore

". . . we couldn't afford to do it alone. Access to reference service absolutely essential for small library."-Rossford

". . . we would not be able to serve all our patrons adequately. NORWELD supplements our collections through its reference and interlibrary loan programs." Sandusky

" . . . our reference service would be very limited." Paulding

" . . . we would have to buy books on seldom used subjects. It gives a small library help on many subjects that we could not cover."-Oak Harbor

" . . . no special service beyond our own holdings would be available; although we did use interlibrary book loans before, some types and/or classifications were not available-NORWELD makes them available; photocopies of technical material would be hard to find; and overall-the reference questions would go unanswered because no other reference service is available." Defiance

Media Objective

The objectives for this project were defined and restricted to fill specific needs of the small libraries that have had no nonbook materials:

1. To provide an introduction on the availability of free media, to facilitiate its acquisition by the libraries involved;

2. To offer an expansion of library services through the utilization of nonbook media by means of three 16mm film programs yearly in each community; and

3. To build a collection of eight millimeter films both to fill the recreational and informational needs of the community and to give examples of possible expanded nonbook services.

1974 Progress

1. Forty-five librarians from twenty-two NORWELD libraries attended our Audio-Visual Workshop May 16 and 17. This workshop offered an introduction to audio-visual materials and equipment, their care and maintenance, and their use in small public libraries. The NORWELD office prepared an up-to-date comprehensive listing of sources for free and inexpensive film rentals and provided catalogs of free films to those attending the workshop.

1974 Progress

2. Response to the 16mm film programs was so great that we far surpassed our objective. Fourteen different programs were offered to NORWELD libraries. 5,188 people attended seventy NORWELD film programs. (see attached chart for specifics) Of the nineteen libraries having film programs, thirteen had never before shown films in their libraries.

3. 280 Super 8 films were purchased for the circuit. The films were completely processed with cards, pockets, leader, and a projected leader: Courtesy of NORWELD. The twenty-two participating libraries receive a group of 13-14 films each month, ready to circulate and use for library programs. Damaged films are returned to NORWELD for repairs. The libraries also received a descriptive film catalog, posters, and press releases.

Librarians Comments

1. Audio-Visual Workshop

"Increased awareness of importance of A-V materials." - Sandusky

"Helped establish our 8mm program on solid footing."- North Baltimore

"A good refresher and I was able to present the board with materials on equipment and make plans to purchase equipment." - Archbold

"A day well spent." - Wayne

"We decided to develop and start what little material we own." - Defiance

"It was a chance to see and learn about what is available." - Oak Harbor

2. 16MM Film Program

"The film programs were excellent." - McComb

"The movie programs and 8mm films have been experimental and interesting. (Without NORWELD..) We wouldn't have had as many 16mm film programs." - Port Clinton, Ida Rupp

"The two we had were very successful and we plan to have more. The children, especially, want them again." - Deshler, Patrick Henry

"Great positive response from patrons. Enormous cooperation of NORWELD staff." - North Baltimore

Librarians Comments

"Selection of films recently has been outstanding." - Rossford

"Movie good crowd pleaser." - Wauseon

"I think for the most part they were well attended and much enjoyed. The old movies were liked quite well." - Port Clinton

"We hope to use them more than we did this year, now we've found how well it works." - Fayette, Normal

3. Super 8 Film Circuit

"We could not have attracted the new patrons who are using the 8mm film circuit and not only check out films but use the library now regularly." - Archbold

"We likely wouldn't have tried the 8mm film situation at least for some time to come (without NORWELD)." - Port Clinton

"Our patrons are pleased with the 8mm films and wish to continue this." - Archbold

Without NORWELD . . . no Super 8 films - Deshler, Tiffin-Seneca, McComb, Perrysburg

Staff Development Objectives

To help the staff members of participating libraries better serve the needs of their communities.

1. To provide assistance in the area of the pamphlet file--the philosophy, the acquisition, and the utilization;

2. To aid and advise in the selection of media and equipment and in the care and use of that equipment;

3. To help libraries uncover local history sources that are readily available to them, and to assist them in the preservation and dissemination of these articles.

1974 Progress

1. Twenty-six librarians from eighteen libraries attended our Pamphlet and Government Documents Workshop September 12 and 13. A panel of NORWELD librarians discussed their pamphlet collections. Paul Hudson, Cincinnati Public Library, explained government documents and discussed pamphlet sources and collections.

2. Included in A-V Workshop, see media objectives.

1974 Progress

3. Forty-one librarians from twenty-six libaries attended our Local History and Genealogy Workshop November 7 and 8. The Northwest Ohio Great Lakes Research Center and their microfilming programs were explained, and a genalogist discussed the public libary's role in genealogy and important materials and resources.

Librarians Comments

1. Government Documents and Pamphlets Workshop

"Learned the pluses and minuses of using them, and good ideas on what is readily available in pamphlets and documents." - Archbold

"Vertical file will be re-organized in 1975." Tiffin

"(resulted in) better organization of our collection." Sandusky

"More aware of resources, we publicize pamphlets more now." - Perrysburg

"A complete weeding of materials has been started and new material ordered." - Oak Harbor

"Attended--weeded, hints for free publications." - Wauseon

2. See Media Section

3. Local History and Genalogy Workshop

"Increased effectiveness of Reference staff in this area and helpful in developing special collection."- Tiffin-Seneca

"Good information on basic materials and on Great Lakes Research Center." - Bellevue

"Resulted in ordering more books on these topics."- Port Clinton

"We are ordering some material we found out about at the workshop and I am more aware of how to help." - Milan

Public Relations Objectives

1. To develop a finished media demonstration that would remain with each library as part of its permanent collection and would be used to publicize and to promote the library to its community.

2. To train the individual librarian in the techniques of publicity and public relations so that the library story can be better understood and supported by the respective areas.

1974 Progress

1. Slide Presentation- A session on how to prepare slide programs was included in the A-V Workshop. NORWELD arranged to purchase film and flash cubes for interested libraries, and to reimburse them for developing costs.
Fifteen libraries worked on slide presentations during 1974.

2. Public Relations- Twenty-six librarians attended our Public Relations Workshop December 13. One session covered displays and lettering techniques. The other half of the workshop was devoted to writing annual reports.

NORWELD also prepared bookmarks, posters, and press releases to publicize our programs.

Librarians Comments

1. Ten librarians commented that they wanted to prepare one but didn't have the time, and hope to try it next year.

2. Public Relations Workshop (comments were submitted anonymously through workshop evaluation forms):

"I found the workshop lively, informative and interesting in content, particularly the experience of creating displays at short notice."

"Stimulating and imaginative ideas. A real help."

"They opened new avenues of thought on endless possibilities for displays and reports."

"An incentive to do more worthwhile, practical publicity."

"The ideas and techniques covered would be helpful to any small library with limited funds--especially those on lettering and displays."

"Very interesting and practical for small libraries."

"Helpful, how to keep things simplified and interesting to the general public and let them know we are here."

"We've never done an annual report before, but now plan to."

"Annual report lecture was helpful. New ideas presented inspired new thoughts for us."

Patron Survey

We attempted to survey twenty patrons from each library to determine their feelings about NORWELDs programs, but actually only received completed questionnaires from 169 patrons. December 1, the date of the 17 foot snowfall, had been designated as the survey date. The snow, short library hours during that week, and the flury of Chirstmas activity contributed to the low return rate. However, it does represent a random sampling of library patrons in Northwestern Ohio. It was intended to inform them of NORWELD's programs while seeking their opinion about them. Please refer to the attached form for the results.

Statistical Data Attached

Interlibrary Loan Requests Filled

Reference Question Statistics

16mm Film Programs

Super 8 Circuit Circulation

Patron Survey

1974 NORWELD INTERLIBRARY REQUESTS FILLED

LIBRARY	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	1974 Total
Archbold-McLaughlin	12	6	33	44	95
Bellevue	62	33	41	33	168
Bloomville-Bliss	15	4	5	2	26
Bowling Green-Wood	106	113	65	91	375
Clyde	178	133	118	233	659
Defiance	281	105	138	132	478
Delta	35	51	39	65	190
Deshler	16	41	27	26	110
Elmore	17	38	25	55	135
Fayette	25	28	16	25	94
Findlay	59	26	54	47	197
Fostoria	32	27	32	68	138
Fremont	59	55	56	68	238
Huron	37	49	46	67	199
McComb	19	17	18	28	82
Milan	26	22	13	23	84
North Baltimore	9	8	18	28	73
Norwalk	33	49	47	52	181
Oak Harbor	94	96	102	76	368
Paulding	33	49	33	33	198
Pemberville	107	102	119	95	423
Perrysburg-Way	65	91	94	110	360
Port Clinton	41	21	33	45	140
Rossford	56	54	52	86	248
Sandusky	4	63	55	52	174
Tiffin-Seneca	66	92	45	52	255
Wauseon	127	177	125	169	598
Wayne	10	11	8	20	49
Weston	33	21	17	19	90
Total	1657	1582	1474	1894	6607

1974 NORWELD REFERENCE QUESTION STATISTICS

	1ST Quarter	2ND Quarter	3RD Quarter	4TH Quarter	1974 Total
Questions Asked	444	438	365	535	2226
Questions Answered	388	382	322	472	1564
Questions Partially Answered	23	16	19	17	75
Questions Unanswered	33	40	23	56	152
Questions Referred	-	-	2	4	6
Answered By Books	217	338	336	671	1562
Answered by Photocopy	13	89	72	85	258
Number of Pages	108	350	320	379	1157
Answered by Telephone	11	51	36	55	213
Answered by Letter	23	20	26	25	94

NORWELD 16MM FILM PROGRAMS

Film Program	Number of Library Programs	Number in Attendance	Average Attendance
Ohio	6	119	19.83
Davy Crockett	9	890	98.89
Comedy Classics	3	152	50.67
Monterray Pop	5	118	23.70
Foxfire	4	78	19.50
Shaggy Dog	11	1665	151.36
Zorro	8	485	60.63
Almost Angels	5	421	84.20
Red Balloon/Chilren's Program	5	376	75.20
Dr. Jekyll & Mr. Hyde	9	663	73.67
Women's Films	3	9	3.00
Shot Heard Round The World	1	269	269.00

SUPER 8 CIRCULATION REPORT

Library	July	August	Sept.	Oct.	Nov.	Dec.	Total
East Circuit							
Harris-Elmore	28	74	28	34	23	14	201
Oak Harbor	42	29	28	16	13	12	140
Ida Rupp	14	8	39	9	16	29	115
Sandusky	16	9	14	25	17	14	95
Huron	44	45	37	52	35	39	252
Milan	19	28	18	10	17	32	124
Norwalk	8	23	14	30	27	30	132
Bellevue	9	7	3	28	30	25	102
Clyde	21	6	5	6	20	32	90
Birchard	12	33	8	5	8	31	97
Tiffin	15	0	9	3	22	25	74
West Circuit							
North Baltimore	1	6	3	53	53	56	172
McComb	43	33	21	18	38	20	173
Patrick Henry	9	14	13	18	17	31	102
Paulding	30	24	24	21	19	8	126
Defiance	30	36	37	40	37	41	221
McLaughlin	46	18	25	17	8	15	129
Wauseon	15	4	11	6	6	20	62
Delta	11	32	7	18	12	28	108
Rossford	8	35	8	26	13	12	102
Way	41	37	37	21	15	28	179
Pemberville	7	38	21	19	15	12	112
Total	469	539	410	475	461	554	2908

HELP ME TO SERVE YOU BETTER. PLEASE FILL OUT THIS QUESTIONNAIRE AND RETURN TO THE DESK

THANKS !

Defiance-18
Normal-4
Rossford-8
McLaughlin-17
Wayne-4
Sandusky-19
Bellevue-21
Wauseon-13
Paulding-1
Way-22
Delta-8
McComb-5
Oak Harbor-11
Birchard-18
Weston-Those person using the service t any great extent ha been unavailable at present for comment Holidays are very inconvenient times to get this com- pleted.
TOTAL-169

Your public library is a member of NORWELD, the Northwest Library District, a federally funded group of 29 libraries in 11 counties of NW Ohio. We would like to know your opinion of some of our programs and services:

INTERLIBRARY LOAN/REFERENCE SERVICE. Through our reference network your library can borrow books from other libraries, receive copies of magazine articles, and refer specific reference questions to specialists. Have you ever used this service?

78 Yes — 65 Interlibrary Loan — 21 Reference Question

25 Photocopies

Please comment on service received:
Excellent service-77 - -
Fast service-17
Could be improved-1
Would rather order direct from state library-1
Will use in future-2
Library has all the books I need-3
Never needed the service-27

79 No, because:
Did not know about this service-14

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